

# CRP Conversations

Wednesday 25<sup>th</sup> January 2023





# Agenda

- 3:50pm – Arrivals and refreshments
- 4pm – Amanprit Arnold, Programme Manager, Greater London Authority
- 4:10pm – Gianluca Rizzo, Managing Director, Brixton BID
- 4:20pm – Stephanie Edwards, Founding Director, Urban Symbiotics
- 4:30pm – Rachael Aldridge, Communications Project Manager,  
Cross River Partnership
- 4:40pm – Roundtable discussion/Q&A
- 5pm – Networking/refreshments

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Delivering London's Future Together



# Amanprit Arnold

Programme Manager, Greater London Authority





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**Diverse voices coming together,  
sharing experience and fresh ideas  
to create thriving high street  
property that works for all  
Londoners.**

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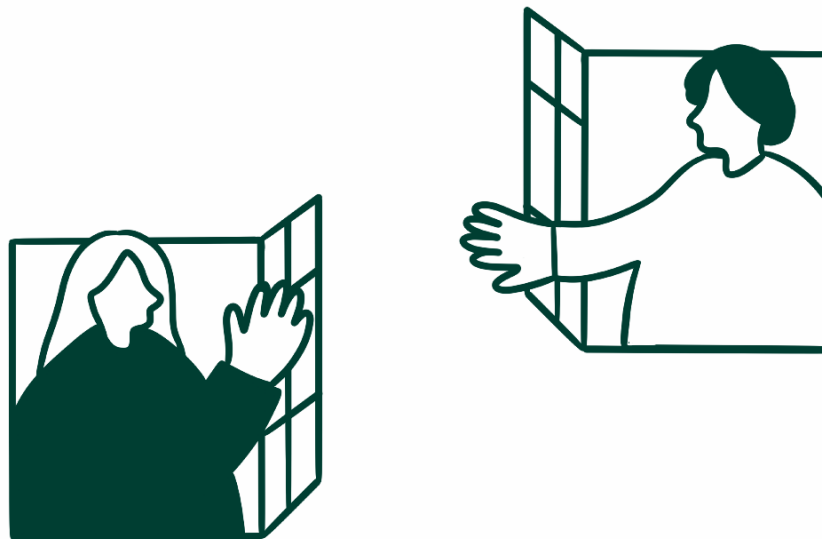




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# Gianluca Rizzo

Managing Director, Brixton BID





## About Us

- 2023 marks our 10-year anniversary
- Medium size BID, 514 members with levy income of £500,000
- Established to support traditional, independent and small businesses
- £2B value of the local economy per year, 40% spend after 6pm
- Mix of Day & Night as well as hospitality, retail and creative industries





## Brixton, first for

- Black Capital of Britain
- Diversity & Community
- World Famous Street Markets & Venues
- Electric Avenue, first London street lit by electricity
- Bon Marche, first purpose-built Department Store
- Biggest NTE % in the UK
- Marks & Spencer, Franco Manca, Honest Burger and more





# Brixton, home of

- Windrush Generation
- The Uprising in '81
- Social and Economic inequalities with some of the most deprived wards in the UK
- Home of radical thinkers and activists
- Music, food, street art
- Brixton £, Brixton Brewery, Market Row Rum, Brixton Gin, Brixton Street Wear
- Lambeth's only Creative Enterprise Zone
- Gentrification Narrative





## Brixton values

- Diversity
- Inclusivity
- Equality
- Justice





## Place values, a definition

*The principles or standard of behaviors specific to a place.*

Places would benefit from having a clear understanding of their own values and, more importantly, to act upon them to achieve their ambitions.





## Time for change

The year 2020 witnessed many movements calling for social, economic, environmental and racial justice.





## Inspired by Harlem

Harlem 125th Street BID created canvases out of boarded up businesses to allow the community to share messages of change.

To support and reassure our community we produced a series of banners in solidarity with the Black Lives Matter movement.





## Brixton

/ brik-ston /

noun

originating from Brixistane meaning the stone of Brixi, a Saxon Lord. The global melting pot of South London with an African-Caribbean soul where music, arts, culture and food mix.

## Community

/ kuh-myoo-ni-tee /

noun

a group of people living in the same place or having a particular in common. Many Brixton organisations champion those who are historically marginalised and continue to work for equality.

## Black Lives Matter

/ blak lahvyz mat-er /

noun

a political and social movement emphasising basic human rights and racial equality for Black people and campaigning against various forms of racism. BLM.

## Black-owned

/ blak - ohn /

adj.

business owned and operated by those with an Afro-Caribbean heritage. There are over 200 BAME-owned businesses in Brixton for you to support.



## Common threads

- Cultural institutions: museum, galleries, theatre
- Live Music Venues, Festivals, celebrations
- Community Art organisations
- Cultural Figures
- People & Social Demographic





## Common threads

- Food, languages, religions
- Migration patterns
- Activism & Advocacy
- Gentrification and social deprivation



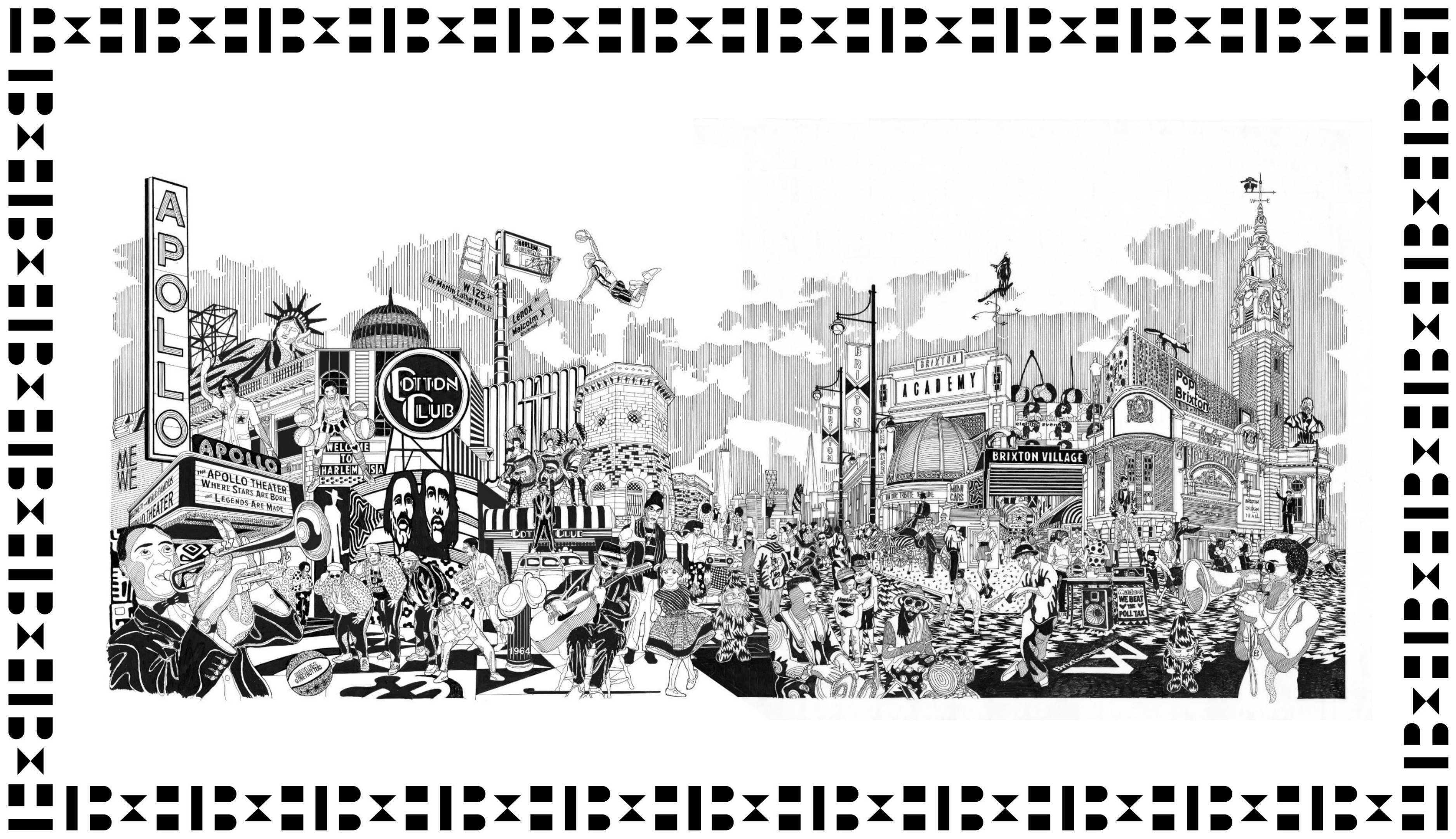


## A bond across the pond

- One of the first  
BIDs/Neighbourhood Twinning
- The mission is to raise the quality  
of life of the communities by  
creating programmes that reflect  
the vibrancy and history of the  
neighbourhoods









# Brixton X Harlem Festival

- 5 days festival
- 36 free events and activities
- 26 local venues involved
- 2,500 guides handed out
- 38 local creatives supported



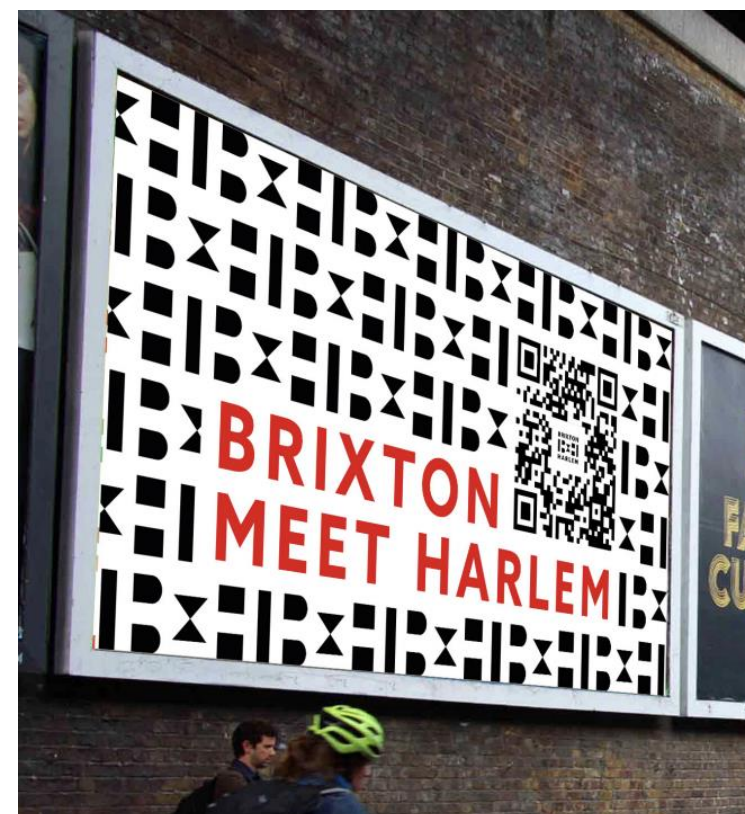


## Brixton X Harlem Festival + Ongoing collaborations

- Between BIDs to discuss joint issues, opportunities and ideas
- Delegation Visits
- Making new connections between organisations across the Atlantic
- Monthly events, happening to keep the twinning alive and relevant









# Why is it important to us?

- At a time of division, it's unity that can create better communities
- Creating better places will result in a better economy & society and we are doing so by celebrating shared values
- Finally, more direct benefits including marketing & PR campaign, collaboration between organisations, additional footfall and spend







Brixton BID



People make places






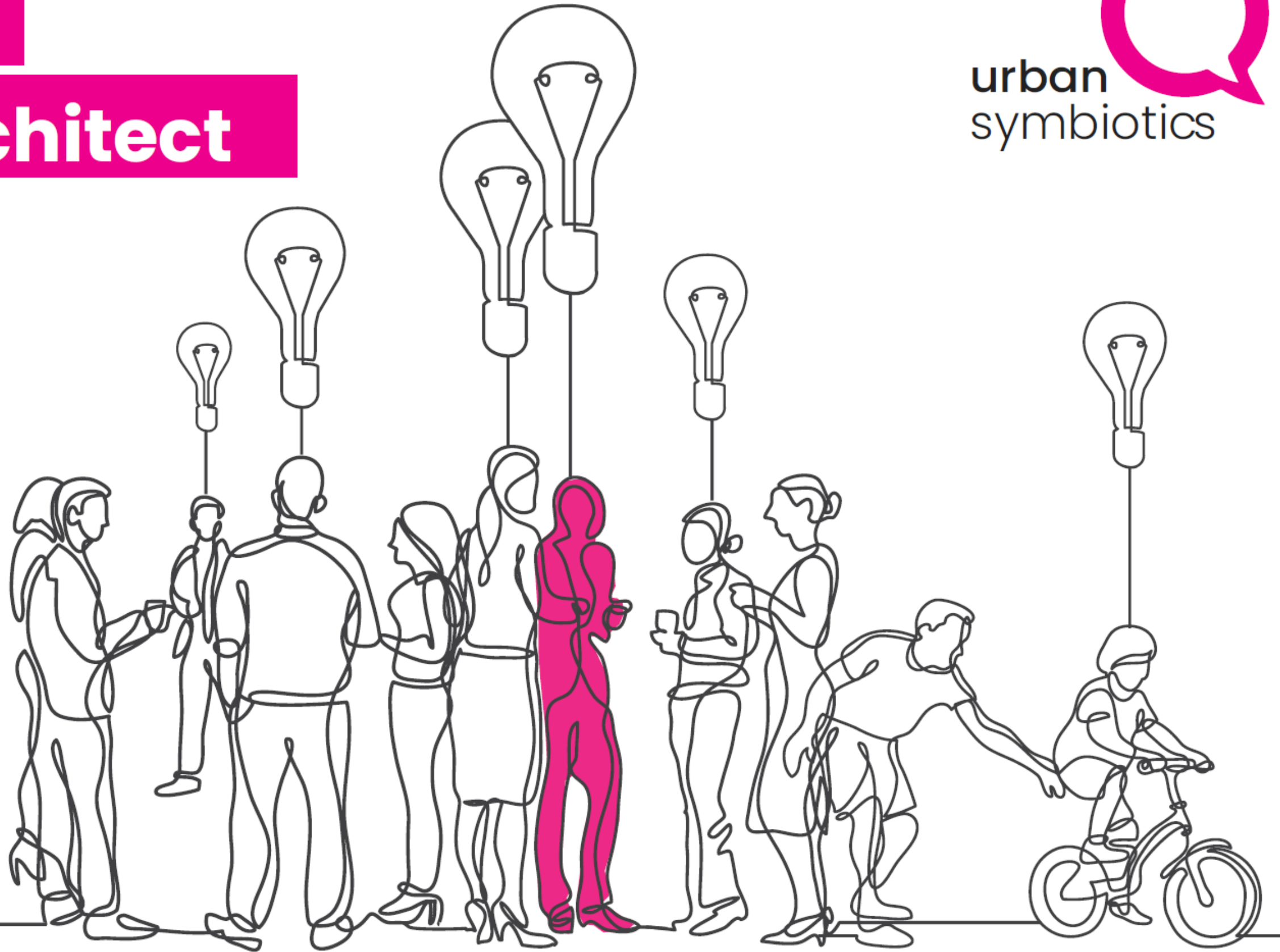
# Stephanie Edwards

Founding Director, Urban Symbiotics





# Urban Designer, Architect

The logo for Urban Symbiotics features a large, stylized magenta speech bubble icon. To the left of the speech bubble, the words "urban" and "symbiotics" are stacked vertically in a lowercase, sans-serif font.

[www.urbansymbiotics.com](http://www.urbansymbiotics.com)





**Property Stewardship on the**

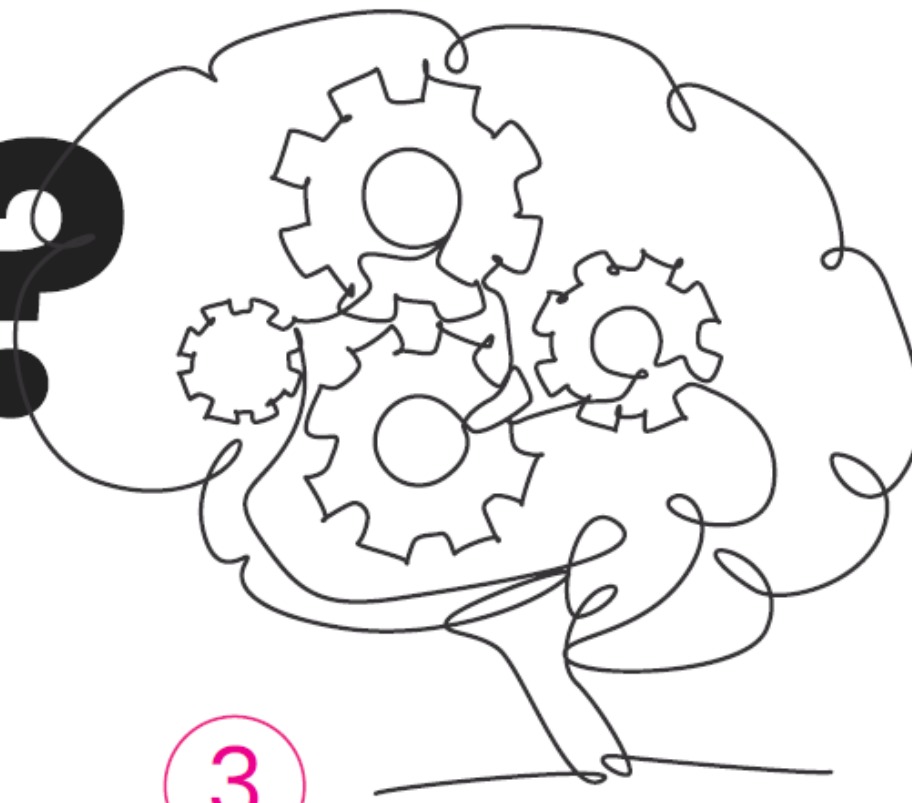
**High Street**

**– A co-created approach**





# how?



1

## Identify & Understand

Users/ Community/  
Stakeholders

Insight From  
Engagement &  
Research

2

## Co-Create

Users/ Community/  
Stakeholders & Design  
Professionals

Co-design, Participation  
& Review

3

## Realise

Users/ Community/  
Stakeholders & Design  
Professionals

Testing & Championing

4

## Own & Use

Users/ Community

Programming,  
adaptation & care



# Dagenham Heathway Regeneration Strategy + High Street + Community Vision

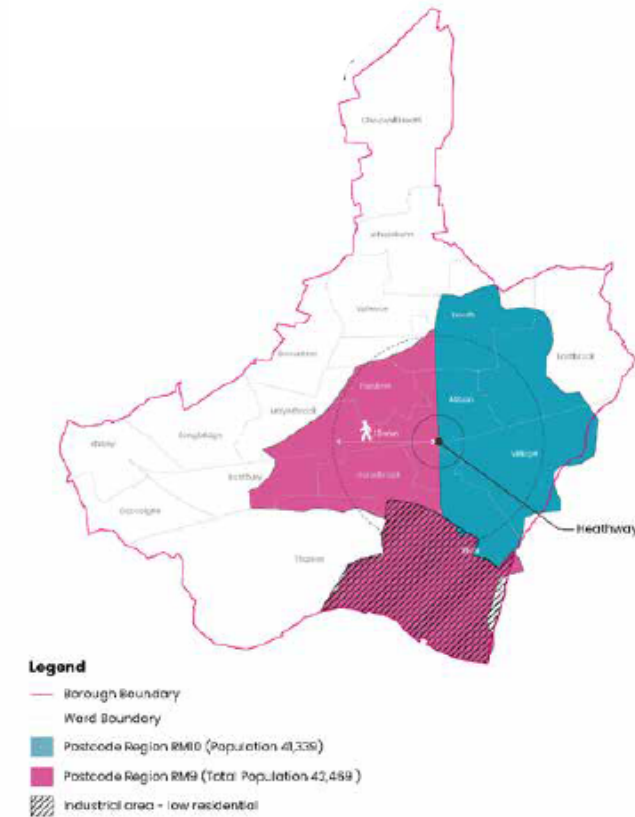
Actioning High Street Stewardship



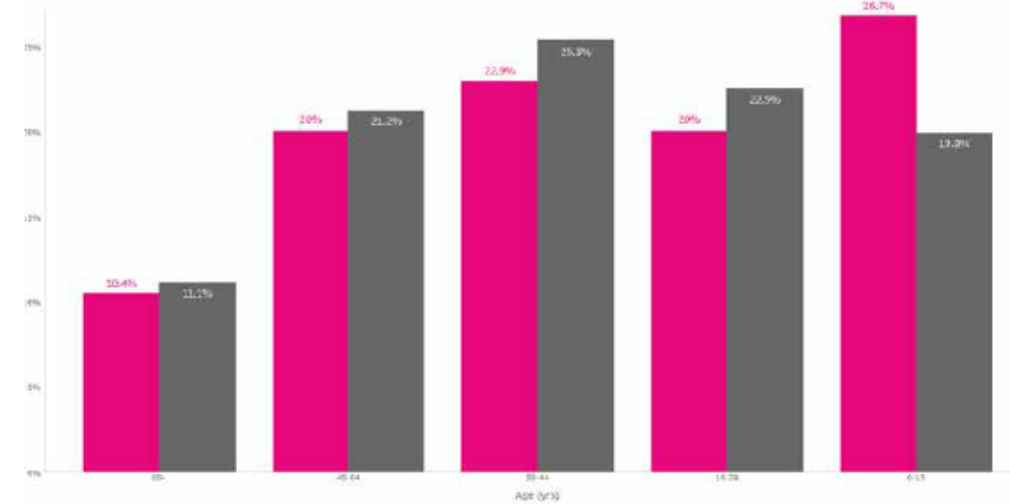


# Step 1: Identify + Understand

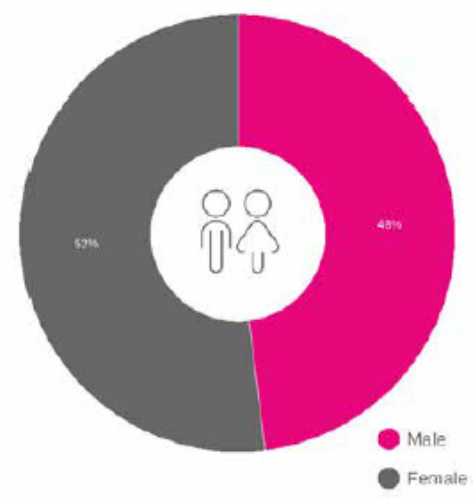
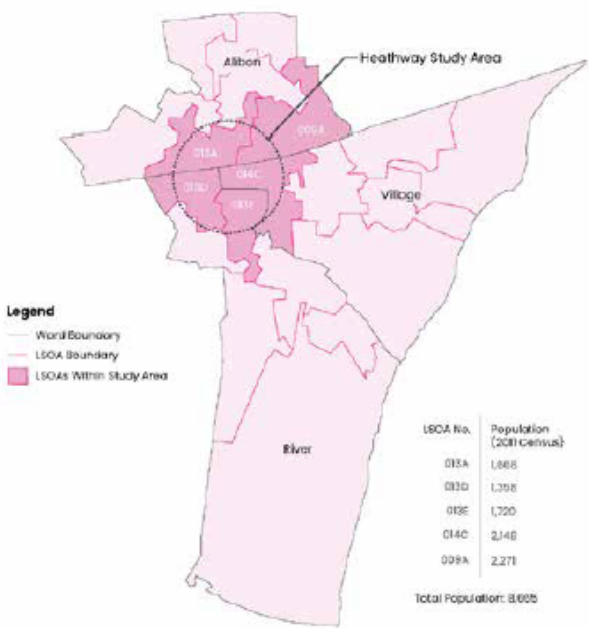
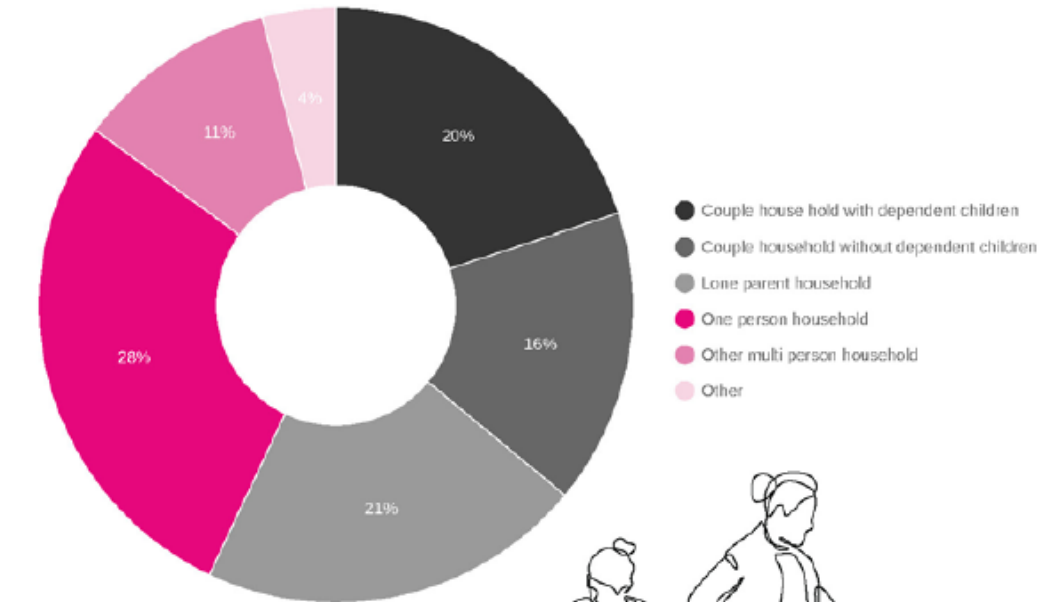
## Demographic Analysis



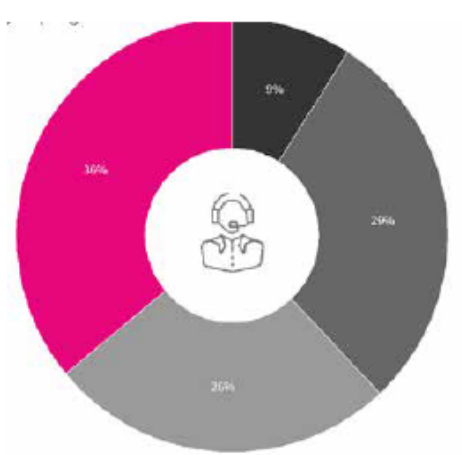
HFLA Population Age Percentage Breakdown (Census 2011)



● HFLA Population Age Percentage Breakdown  
● London Population Age Percentage Breakdown



● Male  
● Female



● AD - Higher and intermediate managerial, administrative, or professional positions  
● CL - Supervisory, clerical, and junior managerial/administrative/professional positions  
● CZ - Skilled manual workers  
● DE - Semi-skilled and unskilled manual workers; those on state benefits/unemployed, & lowest grade workers



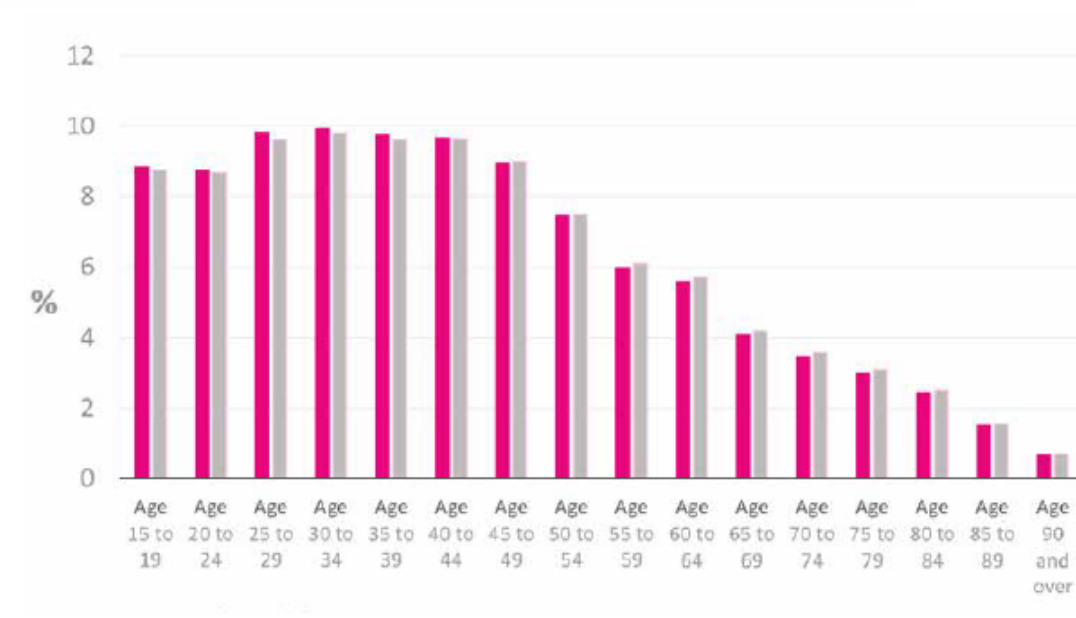
# Step 1 : Identify + Understand

## Footfall, visitor numbers and dwell times

Total Visits By Month (GLA August 2021 Dagenham footfall study )



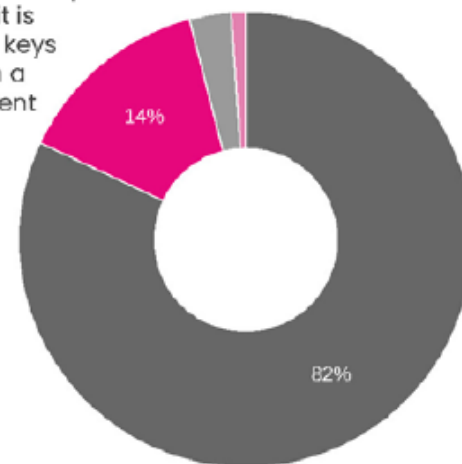
Dagenham Visitor Age Range (GLA August 2021 Dagenham footfall study )



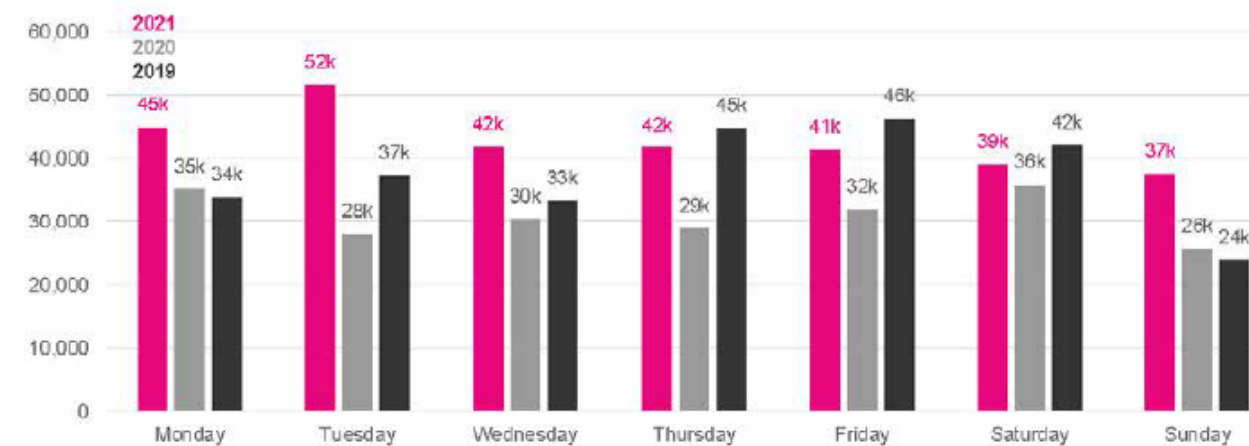
No. of Places Visited per Visit (GLA August 2021 Dagenham footfall study )

The following pie chart shows that 82% of visitors are only visiting one place when visiting Dagenham Heathway. This implies that there is little dwell or discovery time, rather it is operating as a community "service provider" i.e. keys cutting, prescriptions, post office etc. rather than a recreational or social destination. The engagement programme should seek to understand this relationship further.

- 1 "place" visited within a single visit (82%)
- 2 "places" visited within a single visit (14%)
- 3 "places" visited within a single visit (3%)
- 4 "places" visited within a single visit (1%)



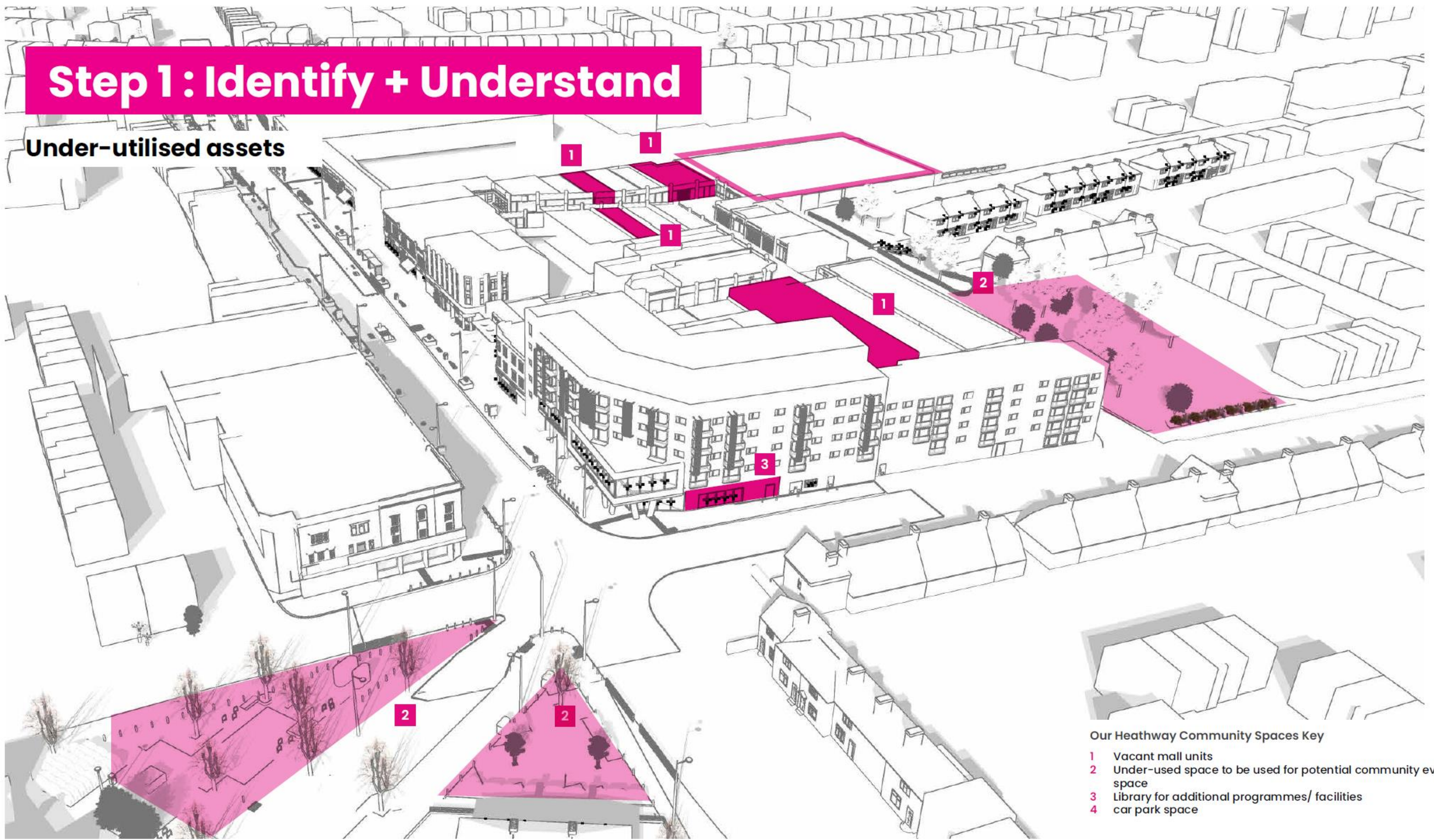
Dagenham Daily Visitor Levels (GLA August 2021 Dagenham footfall study )





# Step 1: Identify + Understand

Under-utilised assets



## Our Heathway Community Spaces Key

- 1 Vacant mall units
- 2 Under-used space to be used for potential community event space
- 3 Library for additional programmes/ facilities
- 4 car park space



## Step 2 : Pilot + Co-create

Co-creating whilst re-imagining  
under-utilised spaces





[illegible][illegible]



# Step 2 : Co-create + Use

## Identifying and co-creating a realisable and resourced vision

Creating **A Vision**

Co-Developing  
**Project Concepts**

Developing  
**Concepts + Projects**

GATHER INSIGHT	DEFINE VISION OBJECTIVES	DEVELOP THEMES + VISION		DEFINE PROJECT CONCEPTS	DEVELOP PROJECTS
<p><b>Engagement</b></p> <ul style="list-style-type: none"><li>• Pop ups</li><li>• Pop up shop insight</li><li>• Piggy backing</li></ul>		<p><b>Engagement</b></p> <p>My Heathway - <b>Our</b> Heathway</p> <p>My Space for Community</p> <p>My Heathway Team</p> <p>My Youth Space</p> <p>Heathway as a destination/ promotion</p> <p><b>Safer</b> Heathway</p> <p><b>Cleaner 'Looking Good'</b> Heathway</p> <p><b>My</b> Street</p> <p>My Business</p> <p><b>Diverse</b> Heathway re: retail</p> <p>My Mall</p> <p><b>Green</b> Heathway</p> <p><b>Active</b> Heathway</p> <p><b>Convenient</b> Heathway</p>	<p><b>Vision Statement</b></p> <p><b>Our Heathway</b> is a place that we are all proud of, a place that we can call our own, A place for people to safely come <b>together</b> as a <b>community</b> and support those in need, A place that's not only safe but <b>active</b>, a place that's <b>diverse</b>, providing a variety of options for its varied and <b>young</b> population, A place that celebrates culture but also <b>brings</b> people together under a common ground, A place that's attractive, <b>clean</b> and <b>green</b>, <b>Our Heathway</b> is a welcoming future <b>destination</b> for all.</p>	<p><b>Engagement</b></p> <ul style="list-style-type: none"><li>• Co-design workshops</li><li>• Survey</li></ul>	<p><b>PROJECT DEVELOPMENT, PROJECT LISTS + CONSIDERATIONS</b></p>



## Step 2: Co-create + Use

**An inclusive and varied approach**  
**Participants, ambassadors and stewards**





## Step 2: Co-create

Identifying and developing upon existing formal and informal roles





# Step 2: Co-create

## PHASE A: DEVELOPING A FOUNDATION FOR CHANGE

Developing and tackling the urgent Heathway issues towards a real and permanent change.

- **Community support**
- **Clean and hygienic**
- **Safe and secure**

## PHASE B: BUILDING ON ITS ASSETS

Developing its convenience, affordability, community strength and events programme via signposting + community building.

- **Establish a community ethos**
- **Establish Community Ambassadors**
- **Building upon its convenience**
- **Establish a cultural identity and place brand**

## PHASE C: TEMPORARY TO PERMANENT – TEST TO SUCCESS

Developing a series of temporary interventions to test the market efficacy and community take-up. This may include activity programming, pop-ups and markets, co-designed artwork, and street and place greening.

- **Activity and events programming and pop ups**
- **Co-designed art work**
- **Street and public Space Greening**
- **Shopping convenience programme**

## PHASE D: DELIVERING LONG TERM CHANGE

Delivering long-term change will combine asset development, transforming temporary interventions into permanent fixtures and providing physical modifications to the Heathway.

- **Establishing long term retail diversity**
- **Shopfront display and frontage improvements**
- **An accessible Heathway**



Community buy-in  
Comfortable use of the Heathway  
Towards a perception change



Building of Pride  
Building Commercial/Community Evidence





## Step 3 : Realise

Continued property use



Ambassador and steward support



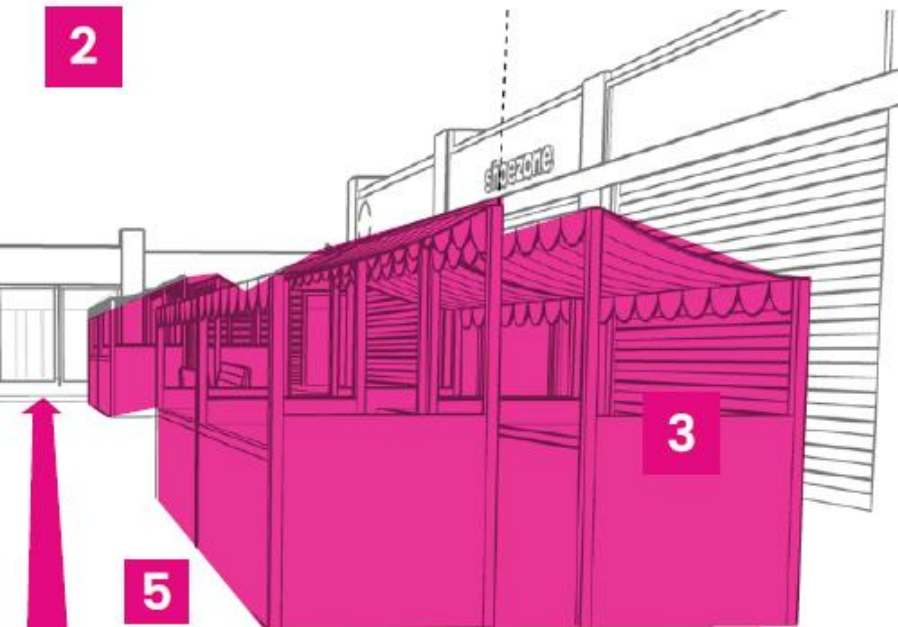


## Step 4 : Own and Use

Co-created programming + use



2



Co-created legacy and ownership

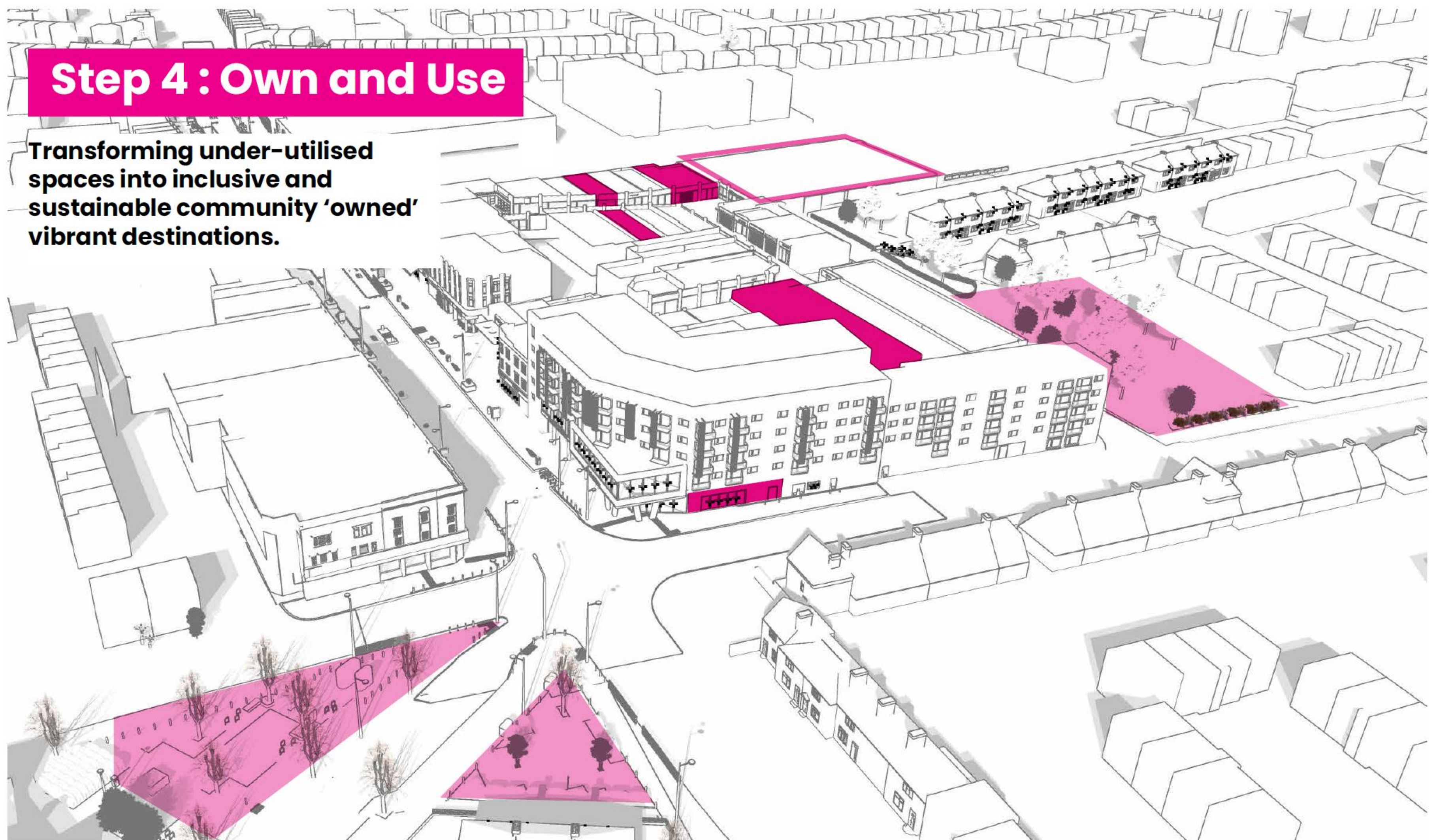
Gascoigne is my home  
and a place where  
diverse communities  
are welcome and  
live in harmony  
**Summya**





## Step 4 : Own and Use

**Transforming under-utilised spaces into inclusive and sustainable community 'owned' vibrant destinations.**





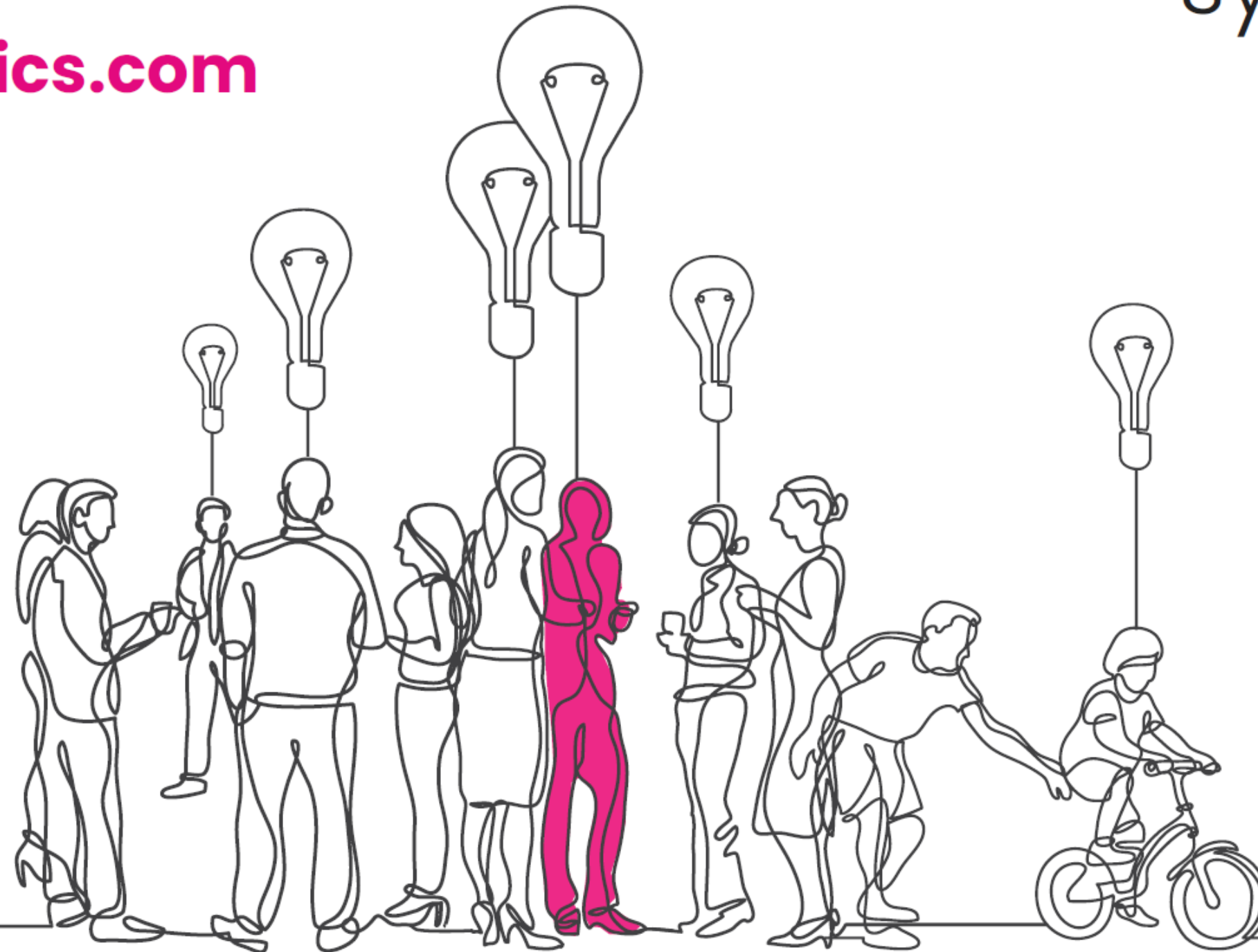
# Thank you

[hello@urbansymbiotics.com](mailto:hello@urbansymbiotics.com)



**Stephanie Edwards**  
**Urban Designer, Architect**  
**and Cofounder**

innovation through real world insight



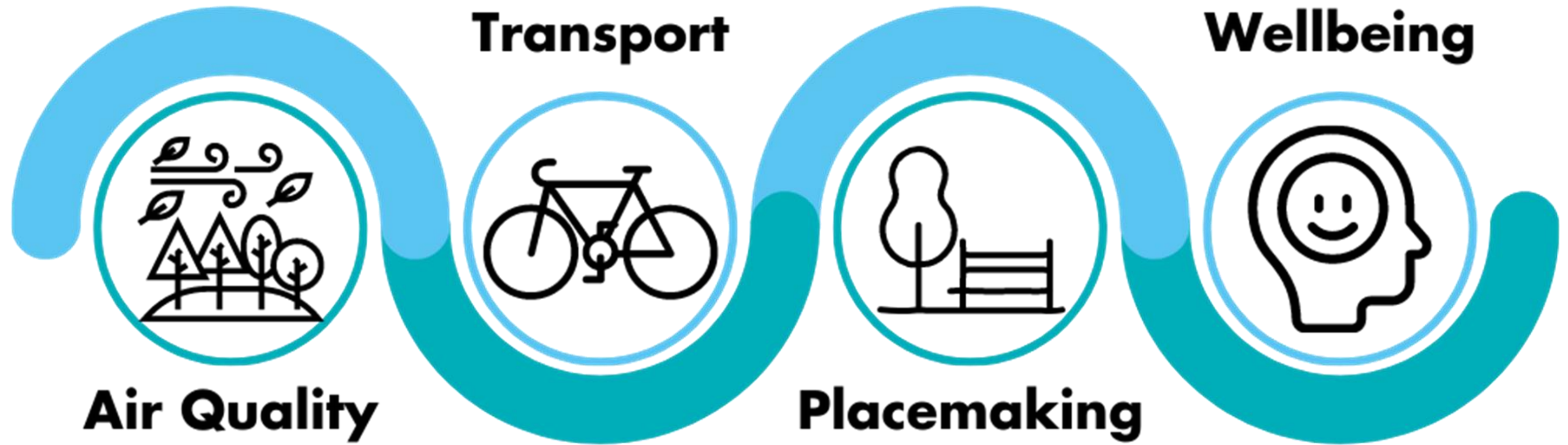


# Rachael Aldridge

Communications Project Manager, Cross River Partnership







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# London's High Streets and Town Centres

Shaping our lives

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# Town Centre Futures

## Evidence and ideas for recovery



- Thematic evidence, case studies and recommendations:
- Thematic evidence
  - Planning for healthy and adaptable centres | Central London in crisis | Impacts from COVID-19 | Changes to travel and transport | Workforce and employment trends





# Town Centre Futures

## Evidence and ideas for recovery



- Thematic evidence, case studies and recommendations:
- Case studies
  - Improved city transport | Regional shopping destinations | Local community hub | New communities | University influence | Independent culture | International highlights | Streets for city centre workers | High end shopping and food | Attractor high street



# Town Centre Futures

## Evidence and ideas for recovery



- Thematic evidence, case studies and recommendations:
- Recommendations
  - Support London's creatives | Boost outdoor eating and drinking options | Create new ways for local people to be involved | Optimise freight and delivery | Create new workspaces | Redesign roads and streets to make them child-friendly and healthier | Improve amenities for visitors and workers | Future-proof community assets | Introduce better lighting | Increase meanwhile and temporary use of vacant spaces | Increase access to health services



# Recommendations in action!

Increase meanwhile and temporary use of vacant spaces



Create new workspaces



Re-design roads and streets to make them child-friendly and healthier





# Roundtable Discussion





# Contact Information

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